

North-East *Build Wisconsin* Regional Workshop Small Group Record

Small Group: C227 (color)

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Top 10 responses to the question: “What can the State do to foster economic growth in your region?”

Priority response #1 (votes: 4) Improve cooperation between governments and all educational institutions.

Priority response #2 (votes: 3) Decrease state subsidy of UW tuition for freshman/sophomors.

Priority response #3 (votes: 3) Effective and attractive state marketing campaign.

Priority response #4 (votes: 3) Improve tax climate to improve economic development.

Priority response #5 (votes: 3) Establish coordinated regulatory climate.

“Actions Necessary to Achieve our Ideas” Exercise

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

Priority Issue #1 Encourage cooperation between governments and educational institutions.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Seamless education between tech and UW sectors.

*Grant program for co-op efforts.

*Implement “Kettl Commission” recommendations.

*Share government resources to avoid duplications.

*NOT through new levels of administration.

*Strategy—all government departments on same page.

Priority Issue #2 Decrease state subsidy for UW tuition for 1st two years. Too many kids in school that shouldn't be there.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Education investment should be viewed from productivity stand point and competitively with other states.

*Better education of parents, primary and secondary systems.

*Prepare students better for what they are there for.

*Linkage—seamless education allow shift of student from one to the other.

Priority Issue #3 Effective and attractive state marketing campaign other than tourism.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Message—More than beer and beats; quality of life, education, business opportunities.

*Sell advantages accurately of who and what we are. Who are we? Who do we need?

*Survey successful CEO's to find out who they are and why are they still here.

*Marketing strategy designed to 1)retain workforce 2)attract additional workforce.

Priority Issue #4 Improve tax climate to spur economic development.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Single factor sales—competitive gain.

*Lower personal taxes. More affordable tax should reflect ability of population to pay.

*Get aggressive on attracting greater share of Federal money.

*Show “bang for the buck”—value of education.

*Attract more higher paying jobs.

*Strategic plan—long term for state expenditures.

*Eliminate sales tax on energy for businesses/industry.

*On-time budgeting for legislative.

Priority Issue #5 Establish coordinated regulatory system.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Who is really in charge when there is a conflict?

*Establish clear goals.

*Clearly explain rule and need for rule.

*Less enforcement—more education.

*Eliminate duplication.

*Eliminate “untouchable” attitude of DHR.